GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

ITE&C Dept – IT Promotion – Developing Innovative Products/ Solutions/ Services – Encouragement – Constitution of Evaluation Committee - Orders –Issued.

INFORMATION TECHNOLOGY, ELECTRONICS & COMMUNICATIONS (Promotions)
DEPARTMENT

G.O.RT.No. 10   Dated: 21.01.2015
                                                                          Read the following:

    1. Innovation &Startup Policy 2014-2020, issued vide Go Ms.No:17, ITE&C Dept,
       dated:09.09.2014.
    2. Notification dated 17.12.2014 soliciting applications for Selection of Startups and IT
    companies with Innovative Products /Solutions/Services
                                                              *****

ORDER:

        Andhra Pradesh had taken a leadership position in e-Governance and Information Technology. The Growth was propelled by the availability of rich talent pool, lower cost of operations and in some measure due to the innovative policies of the Government. Consequent on the reorganisation of the State, Government of Andhra Pradesh has developed a blueprint "Re-Imagining Andhra Pradesh – role of e-Governance, Electronics and IT" for development of ICT Industry in the State. The blueprint document also indicated the importance of development of Innovation, Entrepreneurship and Start-up culture in the State

2.   In order to boost the IT & Electronics Industry in the State, the Government released a "Triad of Policies", namely IT Policy 2014-20, Electronics Policy 2014-20 and Innovation &Startup Policy 2014-20 (available on www.ap.gov.in).. The three policies focus on creation of world class 'Technology Start-up Ecosystem' in the State. Through these Policies, the government intends to create an ecosystem that produces an entrepreneur in every family.

3.   In this regard, Government of Andhra Pradesh proposes to engage services of SMEs/ Start-ups for provision of services/ products as laid down in the above mentioned Policies. These units would be empanelled with APTS and as and when the Government Departments/ Agencies require the services, as per the Preferential Market Access provisions in the Policies, the Government would procure services from these units on non-exclusive basis.

4.The applications for this purpose, is solicited in TWO Categories as mentioned hereunder:-

A. INNOVATION AWARDS:

Start-up companies and IT companies with a turnover of less than Rs.50 lakh p.a. The focus will be on innovative products that attend to societal problems. Subject to condition that upon selection, the pilot has to be executed in AP after incorporation of a company in Andhra Pradesh if so desired by GoAP.

Awards in the following technologies and subjects are considered :

    a. Technologies: IoT, SMAC, Semiconductor (Chip/device/System) design, Green IT

    b. Subjects: Education, Healthcare, Agriculture, Digital Literacy, Rural Development, Smart Cities, Logistics Management, Integrated Water Management.

                                                          P.T.O.

B. SUO MOTO PROPOSALS FOR PRODUCTS/SOLUTIONS DEVELOPED FROM MSMEs:

Eligibility:

(Any Startup/ MSME/Enthusiastic First Generation Technocrats/ Entrepreneurs from Andhra Pradesh, with an annual turnover between Rs 50 lakhs and Rs.25 cr, in Electronics and IT sectors can apply with suo moto proposals.

Criteria:

(i) the proposals should be based on the Blueprint published by GoAP or on the AP State Enterprise Architecture (both documents are accessible in the website: www.apit.ap.gov.in) .

(ii) The following subjects/themes shall be considered under this category:

- Identity and Access Management,
- e-Service Delivery,
- Cloud services,
- Knowledge Management,
- Software Defined Networks,
- Social Benefits Management Systems,
- Project Portfolio Management,
- Location Based services,
- Disaster Management,
- GIS-based applications in the areas of Urban Development, Agriculture & Rural Development, Water Resources Management, Mines & Minerals, Forest & Environment, Disaster Management, Tourism Development, Development of GIS Databases & Layers, Traffic Management, Management of Utilisation of various assets through the use of GIS, Government/ Community lands Management (Section D6 of the Blueprint)
- Localization Products and Tools namely, content development in Telugu and thereby bridging the digital divide, development of language technologies for text to speech and speech to text, voice recognition, machine translation, voice web, to enable language-independent delivery of services. (Section D3 of the Blueprint)
- Use of Social Media by Government agencies in lines with the Framework and Guidelines by GoI. (Page 37 of the Blueprint)

(iii) Products and solutions, valued upto Rs 50 cr collectively, will be selected annually, by the Competent Authority, for implementation within GoAP.

5.   In order to evaluate the applications received for selection and empanelment, Government hereby constitute an Evaluation Committee with the following composition

a.	Secretary IT	Chairman
b.	Director, ESD	Member
c.	Dr. A S Rao, IIT, Hyderabad	Member
d.	Mr. Lalitesh Katragadda	Member
e.	Mr. Sateesh Andra	Member

f.	CEO, Startup Village, Kochi		Member
g.	HOD of Concerned Departments where the Products/ Solutions/ Services are to be used		Co-Opted Member
h.	CEO, Innovation Society		Member-Convener

6. The Evaluation Committee shall scrutinise, analyse and approve the innovative Products/ Services/ Solutions applications received based on following pre qualification criteria.

a. For Innovative Products

1	**Innovativeness of the concept**		**40**
	Degree of uniqueness (non- availability in other products)	25	
	Degree of Indigenous software / hardware used	15	
2	**Usefulness**		**20**
	Meets a felt need of the Dept.	4	
	Meets the felt needs of the citizens / business	6	
	User friendly interface	6	
	Ease of access through multiple devices (Smart phones, Tablets)	4	
3	**Compliance to Standards**		**10**
	Degree of compliance to international standards	5	
	Use of cutting edge technologies	5	
4	**Viability & Sustainability**		**30**
	Cost-effectiveness	20	
	Feasibility of adoption by existing technologies	10	

b. Suo motto proposals from MSMEs

1	**Usefulness/ Relevance to e-Governance**		**30**
	Meets felt needs of the Dept	15	
	Meets felt needs of the citizen/business	10	
	Falls within framework of APSEA/Blueprint	5	
2	**Unique value proposition**		**20**
	New service(not available)	10	
	Existing service delivered more efficiently / effectively	2	
	Possibility for large scale adoption	8	
3	**Cost-effectiveness**		**20**
	Cost per transaction	10	
	Capex	6	
	Sort-time-to-benefit	4	
4	**Sustainability**		**15**
	User-friendliness	5	
	Local language interface	5	
	Ease of access	5	
5	**Compliance to standards**		**15**
	Compliance to standards	5	
	Use of cutting edge technology	5	
	Interoperability with existing eco-systems	5	

P.T.O.

7.   The Evaluation Committee shall take into consideration and evaluate in a cycle of six months the proposals received from start-ups/ MSMEs and enthusiastic First Generation Technocrats for encouraging Innovative Products/ Solutions/ Services in the State of Andhra Pradesh.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

KONA SASIDHAR,
SECRETARY TO GOVERNMENT.

To

1. Director, ESD
2. Dr. A S Rao, IIT, Hyderabad
3. Mr. Lalitesh Katragadda
4. Mr. Sateesh Andra
5. CEO, Startup Village, Kochi
6. CEO, Innovation Society

CC to

1. All the Departments of Secretariat
2. MD, APTS
3. MD & CEO, AP State Skill Development Corporation
4. PS to Advisor, IT
5. OSD to CM
6. OSD to MIT

//FORWARDED::BY ORDER//

SECTION OFFICER